



THREE RINGS

THE BALLANTINE NEWSPAPER



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P. BALLANTINE & SONS

November 1960

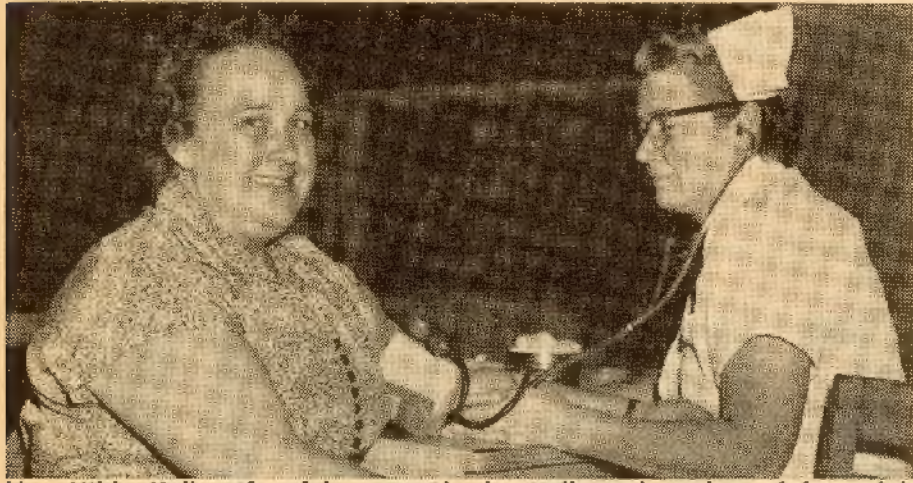
TILLSON DRIVERS WIN NATIONAL SAFETY HONORS

Story on Page 3



Making Things Clear. Bulldozers and big cranes were put into play during clearing operations in the area behind the Plant 1 Bottle House recently. Old shipping platforms, railroad tracks, steel beams, reinforced concrete floors and walls and other man-made creations were pushed, pulled and torn out of the way to clear a site for construction of the first section of new warehouse, which is part of the expansion program plans. Story on Page 3.

PINPOINTED...



Mrs. Hilda Kull, wife of brewer Charles Kull, and mother of four children, wears a big smile as she stops for routine check prior to donating a pint of blood to the Ballantine Blood Bank last month. Husband Charles was also among the 197 who donated to the blood bank during the two-day collection at the brewery.

Could Have Been Better

Only 197 pints of blood were donated at the two-day collection for the Ballantine Blood Bank last month . . . This amount is considerably lower than the average 250 normally collected . . . It has been found that at least 500 pints a year are needed to meet the requirements of employees, their immediate families and pensioners . . . What the results of the last collection mean is that there'll have to be greater employee participation at future banks, if we are to meet our requirements . . . At the last collection 90% of the donors were persons who contributed before . . . It is to the advantage of all of us to support the blood bank . . . We can't rely on a small group of dedicated people to carry the whole program . . . You never know when you yourself, or some member of your immediate family, may need blood . . . Remember that at the next collection.

Up The Ladder

Promotions in the news: *Jeanette Best* from Clerk to Billing Machine Operator in the Credit Department . . . *Robert Zylstra* from Supervisor 1 to Supervisor 2, Warehousing . . . *Eugene Egan* from Merchandising Representative to Bottle Salesman, Hamden, Conn. Branch . . . *William Mabon* from Relief Salesman to Bottle Salesman, Fairfield, Conn. Branch . . . *John Decozio* from Relief Salesman to Bottle Salesman, Wethersfield, Conn. Branch . . . *Fred J. Chrvala* from Tour Guide to Senior Sales Statistician, Sales Department . . . *Jerome Theobald* from Manpower Clerk, Production Planning & Control, to Supervisor Trainee, Warehousing.

Extend Help

Ballantine donated more than 100 double lockers to youth organizations last month . . . The lockers were gathered as a result of the recent consolidation of locker rooms in the Plant 1 Bottle House.

Four Retire

Quarter Century Club members *John H. Emmert* and *Frank Hoffman*, both Brewers, were among four employees who retired recently . . . The others were *Thomas Kennedy*, Machinist and *Frank Raimo*, Yardman . . . our best wishes to the four for a happy retirement.

Visited Ireland

Engineering's *Daniel Quigley* returned recently from a trip to Ireland . . . Dan visited relatives there before leaving Europe for the trip back home.

Join Gallon Club

Lending weight to the fact repeat donors have been the nucleus of the Ballantine Blood Bank, is the news that as a result of the last collection, twelve employees, and the wife of an employee, are now eligible to join the Bank Gallon Club . . . The thirteen are: *Salvatore Bivona*, *John Dockery*, *Nicholas Giannattasio*, *Edward Henkel*, *John Kelleher*, *Thomas Kilkenny*, *Thomas Kirschheim*, *Charles Knaupp*, *Chester Kopeck*, *George Leaver*, *John Skardzuis*, *Edward Zielenski* and *Mrs. George Strauss* . . . Arrangements are being made to enroll the thirteen at a luncheon to be held in the cafeteria on November 17 . . . The new members will bring the club enrollment up to 87.

Appointed

Ballantine Treasurer *Harold N. Tisch* has announced the appointment of *Edwin T. Churchwell*, as Assistant Controller . . . In his announcement Mr. Tisch pointed out, "This is a newly created position and in this capacity Mr. Churchwell will, among other duties, have the responsibility for Cost and Budget Reports."

Commander

Bottle Driver *Joseph Begley* was installed Commander of the Connecticut Farms, Post 35, American Legion recently . . . The installation ceremonies took place at the post home in Union.

Chairman of Seminar

Ballantine's *Walter F. Groner*, an Assistant General Sales Manager, was recently the chairman of a seminar of the American Management Association at the Hotel Astor in New York . . . Subject of the two and a half day session was the District Sales Manager's role in sales activities.

Service Pins Go To 43

Service pins were presented to 43 employees last month. The recipients were:

20 Years

Walter A. Brophy, Assistant Purchasing Agent
Joseph P. Cosgrove, Legal
Immor C. Franklin, Traffic Manager, Washington Branch
Edwin A. Lips, Delivery
George F. Mauer, Jr., Assistant to the Credit Manager
Robert H. Miller, Credit Supervisor
Paul Smith, Delivery
Lester Sowill, Albany Branch

15 Years

Louise Becht, Purchasing
Frank Bishop, Brewing
James R. Campbell, Warehousing



VET — Bottler *William C. Kern*, who was in his 25th year with Ballantine when he retired recently, is shown receiving Quarter Century award from Bottling Manager *Thomas Forsyth* (right). Presentation was made last month.

Walter S. Clark, Engineering
James Gleason, Delivery Supervisor
Joseph L. Kelly, Brewing
Frank Mundt, Garage
Michael Pischnick, Brewing
Robert Sullivan, Warehousing
Floyd R. Tiley, Brewing
Fred H. Troendle, Delivery
John F. Walczak, Warehousing
Lawrence Westlake, Warehousing
Harold A. Wiener, Credit
Otto W. Wilckens, Warehousing Supervisor
Frederick J. Wilhelm, Accounting

10 Years

Joseph Ertl, Engineering
Robert A. Knoth, Warehousing
Marian Kovach, Public Relations
Irving McCaffrey, Engineering
Alfred J. O'Connell, Accounting

5 Years

Vincent Caboy, Engineering
Alfred J. Carlson, Machinist Supervisor, Engineering
Alfonso Del Vecchio, Warehousing
Richard W. Gibson, Delivery
Frederick W. Holloway, Engineering
James H. Kidwell, Hall, Md. Branch
Julius J. Koeppel, Warehousing
Mildred Mackie, Credit
Robert L. Miller, Warehousing
Catherine F. Mullee, Credit
Stanley Pobutkiewicz, Warehousing
William G. Robinson, District Sales Manager
John W. Yost, Warehousing
Joseph Zienkiewicz, Warehousing

Packed With Holiday Cheer



Spread the good word to your friends, neighbors and relatives. These Ballantine holiday season cartons of beer and ale will be available at your favorite outlet later this month. The special can cartons make ideal gifts.

INDUSTRY NEWS

Opportunity

A USBF News Letter, late last month, reported that "USBF President E. V. Lahey, addressing the 23rd annual convention of the National Beer Wholesalers Association in Cincinnati, predicted a record year for beer and ale sales — provided brewers and wholesalers make the most of business opportunities presented by the changing national economy and population complex. Terming the 1960's 'a decade of opportunity,' he reminded the whole-

salers that the industry already has made a 'fair beginning,' citing the taxpaid withdrawals for the first eight months, which were nearly a million barrel higher than for the same period in record-breaking 1959. The brewing industry, he said, 'stands on the threshold of opportunity — and you as distributors of the products which our brewers make, stand right there beside us.' He added the warning, however, that only those firms showing real 'initiative and business acumen' can hope to benefit from the situation."

Has Pick Up And Go



Introduction of a Ballantine-designed hand cart on the draught loading platform, last month, has made lifting by employees a thing of the past as far as loading conventional trailers and route trucks is concerned. The hand cart lifts draught packages, stacked two high by a new device called an "upender," and all else that is necessary is to roll the cart right onto the trailer or truck. In the past the vehicles were hand loaded. In photo here, *Carl Casano* is shown operating a hand cart as it lifts two draught packages off an upender. The new devices are part of the modernization of the Oxford Street draught loading area, which is almost completed.

\$2461 A Year

Just where do you, as a Ballantine employee, stand in comparison with the average worker as far as fringe benefits are concerned? That's the question Three Rings Newspaper asked after learning the results of a recent national survey covering more than 1000 leading firms. The survey showed that in 1959 fringe benefits cost, on the average, \$1132 a year per employee, or 54.8 cents per payroll hour.

This is the information we received from our Accounting Department: As of 1960, Ballantine pays an average of \$2461 a year per employee, or more than \$1.35 for every hour each employee works. The money goes to provide such things as hospital and medical insurance, life insurance, pensions, vacations, holidays, and other direct and indirect benefits. Total is approximately \$8,600,000 a year.

November marks the 14th anniversary of the Ballantine Plan, the keystone of our whole fringe benefits program. The news that our Company ranks so much higher than the average in paying fringe benefits is therefore extremely timely.

The Company is happy to be able to provide these benefits and is as interested as the employees in their continuance. This depends on the continued success of your Company. Constantly increasing sales and maintaining an economical operation are the two vital ingredients in that success.

As individuals there is much we can do to help. Remember, most of all, to do your best on the job and never forget to promote the sale of our products.

Parking

Because of the soon-to-begin construction near the silos on Ferry Street it has become necessary to close off a portion of the now existing employee parking lot in that area. By the end of the year the entire lot will have had to make way for our expansion program.

Realizing that parking space is of vital interest to a sizable part of the employee population, the Company is planning steps to offset as much as possible the loss of parking room.

Some of these steps concern the Raymond Boulevard employee parking area. As you know, the lot there is a large one. When present plans are carried out it will be even larger.

A number of things will happen to the Boulevard lot. These include paving, flood-lighting, fencing-in and realignment of space. Additional parking room will come from opening up a presently closed-in area at the southeast end of the property.

Stickers will be issued for employee cars. These will insure that space in the parking areas during working hours is used only by employees. Also, our plant protection men will patrol the areas.

As you can see, these plans are aimed at easing any parking problems. They are not, however, considered the final solution. In the meantime, your full cooperation will be appreciated.

Reaches \$35,000

Early reports indicate that about \$35,000 has already been pledged to this year's Three Ring Charities Fund Drive which started last month. The goal is \$48,000.

Totals received from most departments are as yet incomplete, so there is plenty of hope that the goal will be reached before the campaign ends later this month. If the appeal for funds is successful it will mark the ninth year in a row that Ballantine employees responded generously enough to not only reach, but pass, quota.

If you haven't been asked to contribute yet, keep in mind that every dollar you donate will go to help orphans, handicapped persons and others in dire need. They're depending on you. Don't let them down.

In The Family

Married. Angelina De Bartolo, Advertising, to Joseph McDonough at a ceremony in Newark.

Married. Eileen Rose McDermott, New York City Sales Office, to Robert A. Nolan at a ceremony in Astoria, Long Island.

Married. Jeanette V. Tokarzewska, Credit, to Frank Best at a ceremony in Newark.

Married. Augusta Ann Recchia, Telephone Operator, to Kenneth Foley at a ceremony in Union.

Married. Virginia Bozza, Industrial Relations, to John Gordon at a ceremony in Jersey City.

Married. John P. Daly, Bottler, to Patricia Sheehan at a ceremony in Red Bank.

Born. A daughter, Robyn Beth, to Mr. and Mrs. Frederick C. Warren at Presbyterian Hospital. The new arrival weighed five pounds, 11 ounces at birth. She joins two sisters in the Warren household. Dad works in the Garage.

Born. A daughter, Melissa Beth, to Mr. and Mrs. Albert Pier at Beth Israel Hospital. The new arrival weighed six pounds, 10 ounces at birth. She joins a brother and a sister in the Pier household. Dad is the Office Supervisor in the Delivery Department.

Born. A daughter, Susan, to Mr. and Mrs. Joseph Seymour at Benedictine Hospital in Kingston, N. Y. The new arrival weighed 6 pounds, four ounces at birth. The Seymours are also the parents of two other children. Dad is a Merchandising Supervisor.

Close to Home

It is with sincere regret we report the death of George Colberg. Mr. Colberg, a Porter, had been with Ballantine since June 1945. He lived at 103 Celia Terrace in Belleville.

Congratulations Ralph

The promotion of Ralph Houk to the position of Manager of the Yankee Baseball Club was particularly good news to all of his friends here at Ballantine where Ralph has worked "off season" in our Sales Department since 1958.

Ralph will be functioning on special assignments in our Marketing Division and will be with us until he leaves for the Yankee spring training camp in St. Petersburg, Florida next February.



Tom Brownlie, Tillson Branch Traffic Manager, (right) is shown receiving plaque, awarded to Tillson truck fleet, from Mr. H. K. Halbrooks, Chairman of the National Fleet Safety Contest Committee.

Tillson Fleet Safest In Brewing Industry

Ballantine's Tillson, N. Y. Branch truck fleet has been awarded first place in the Brewing Industry Division of the 29th National Fleet Safety Contest conducted by the National Safety Council and sponsored by the United States Brewers Foundation.

Tillson earned the honor thanks to the amazing safe driving record compiled by the Branch's driver-routemen — 326,000 miles without an accident during the contest period from July 1959 to June 1960.

The award, a plaque, was accepted for Tillson and the Company by Tillson Traffic Manager Tom Brownlie, last month, at ceremonies held in conjunction with the 48th National Safety Congress and Exposition in Chicago.

In winning, Tillson finished ahead of 54 other fleets in the Brewing Industry Division of the contest. The 55 fleets operated a total of 29,649,000 vehicle miles and had a frequency rate of 5.51 accidents per 100,000 vehicle miles. The Tillson frequency record, of course, was 0.

All accidents were counted in the contest except those occurring when

Tremendous Record

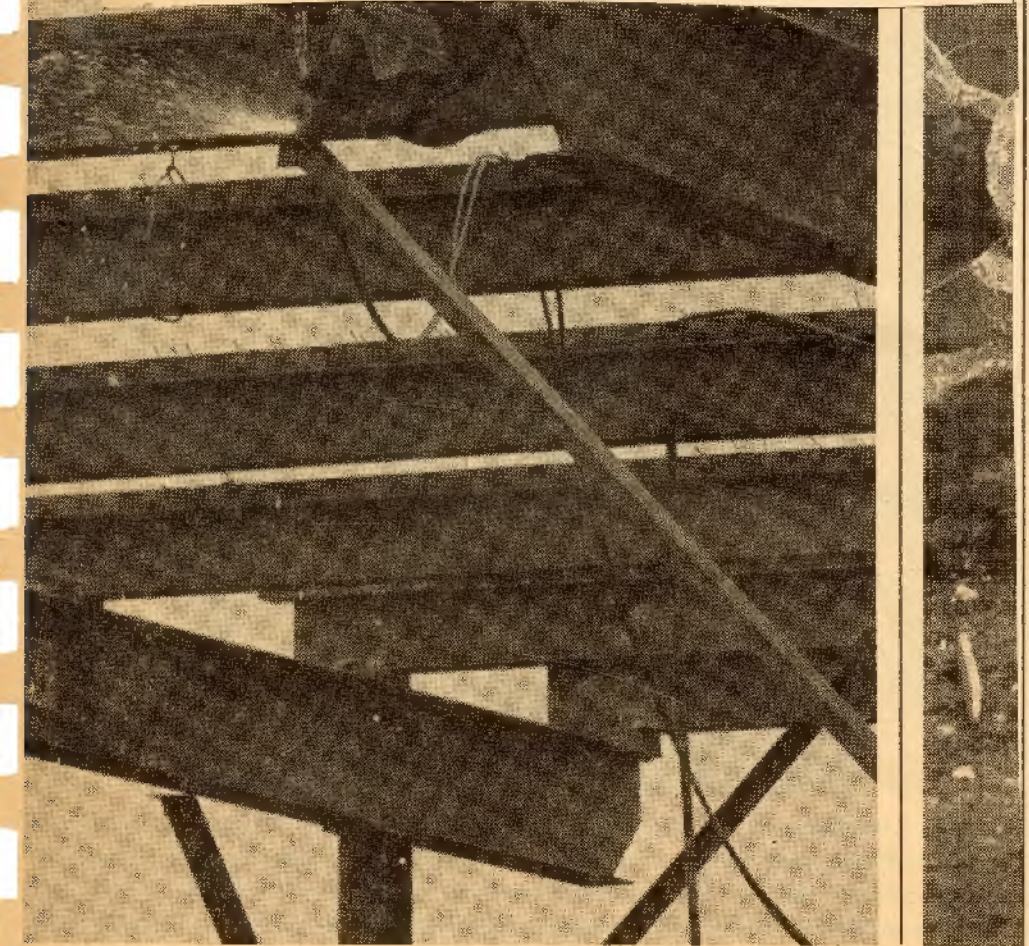
Our Tillson driver-routemen actually have a much better safety record than the victory in the National Fleet Safety Contest shows. The national contest only includes the period from July 1959 to June 1960. The Tillson men, from September 1957 up until the end of last month, have driven more than 950,000 miles without a chargeable accident. As this record might indicate, Tillson won the 12th Annual Ballantine Branch Safe Driving Contest earlier this year.

a company vehicle was properly parked. Winners were determined after inspection of their records by an auditor appointed by the National Fleet Safety Contest Committee.

Keeping In Training



Knowing everything you can about the equipment you work with makes for a most efficient operation. That's why a group consisting of 13 Ballantine Garage supervisors and 23 mechanics, attended a training session on diesel and gas over the road tractor equipment last month. The meeting was held at the White Motor Company in Newark. In photo here, part of the group listens to discussion about adjustment of valves in a diesel engine.



Making Things Clear. Bulldozers behind the steel beams, reinforced concrete floors and walls and off clear a site for construction of the first section of new wa

KEIFER'S 72 WINS GOLF TOURNEY



Kuzirian's 270 Game Best in Men's League

To the bowler in the midst of a hot league race there is hardly anything more important than the question, "How far out of first are we?"

One thing that can make him forget that, at least momentarily, is when he rolls a very good game. As young as the season is, a good number of Ballantine bowlers already know the feeling.

To get right to the point, the division races are moving along, but it is much too early to get any idea of who is going to be in the winner's circle next spring. It's not too early, though, to give another pat on the back to the bowlers who hold the high game mark in their respective divisions.

Getting down to names, at this writing the new high game leader in the Body Division, in fact in the entire league, is Jake Kuzirian with a 270. The previous Body Division high was Gene Hofmeister's 256. The previous league high was Frank Brantigan's 259. Frank still tops the Purity Division in high game.

In the Extra Fine Division the new leader is John Meakem with a 246. The former high was John Sumner's 235.

In the Handy Division Dave Pier-son has rolled a 243 game to pass the high mark set by Frank Barrett's 235.

In the Beer Division, William Kiefer has passed Joe Niznik's high of 200 with a 231 offering.

In the Ale Division, Pete Galito now has company in John McNulty for the division high of 243. There was no change in the Three Ring and Flavor Division high game leaders since our last writing.

As far as individual series leaders go, Charles Fastnacht's 675 is the highest in the entire league. Charlie bowls in the Purity Division. Second to Fastnacht is Frank Barrett's 656.

Bally Belles Lead Girls' Bowling League

The Bally Belles team has taken over sole possession of first place in the Girls' Bowling League. The Belles, tied last month with the One-Way Pints squad, now lead the league by a full game and a half. The Cool Refreshers team is in

second place while the One-Way Pints keglers have dropped to fifth.

Lorraine Barber, with a 193, holds the individual high game mark at this writing. The high individual three-game series leadership now belongs to Kay Creedon with a 453.

Sites Set For Classic

Sites for the first round of this season's Ballantine Bowling Classic were picked at a drawing last month. Between now and January 8 the Classic can be seen at:

November 13 — Mid State Bowl, East Brunswick, N. J.
December 11 — La Martinique, Stratford, N. J.
December 18 — Berra-Rizzuto Lanes, Clifton, N. J.
January 1 — Bowler City, Hack-

ensack, N. J., 3:30

Middletown Lanes, Middle-town, N. J., 8:30

January 8 — Lucci's Pleasant Lanes, Point Pleasant, N. J.

All the dates are Sundays. The Classic will run 23 weeks (including the New Year's Day double-header) with a different New Jersey bowling establishment the site every week. Employees are invited to view the Classic action.

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Plant Reporters

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TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF.
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Charles Greb



Harry Keifer



Andy O'Connor

Ballantine Employees' Fall Golf Tournament Competition Was Close

Harry Keifer's low gross of 72 in the "A" Flight and the close competition for low net honors in all three flights, featured the action last month in the annual Employees' Fall Golf Tournament.

Keifer had no serious challenger for the "A" Flight's low gross prize. His nearest competitor, John Pakasinski, finished with a 77. Pakasinski, however, ended with a net score of 67 which was good enough to earn him a tie with Frank Michenfelder for the flight's low net honors.

There were also ties for low net in both the "B" and "C" Flights. In both cases the flight low gross winner also managed to share the spotlight in low net competition.

The "B" Flight low gross champ was John Behan with an 83. He tied with Howard Grigg for low net with a 67 score.

In the "C" Flight Patrick Devone's 98 won him the low gross first place spot and his low net score of 66 was tied by Harry McMahon.

Charlie Greb, the very first man to compete in the hole-in-one contest, ended winning the prize. Greb's shot landed two feet, two inches away from the cup. Andy O'Connor won the long drive contest with a 239 yard blast. Mike Petrone was second and Howard Card third with drives of 238 and 236 yards respectively. George Link won the putting contest.



BRANCH MEN WERE THERE — Harry Noyes, from Ballantine's Hamden, Conn. Branch, and John Sanderson from the Fairfield, Conn. Branch, were among the employees who participated in the golf tournament. They are shown here with Ballantine President Carl W. Badenhausen, and Howard Card, who finished third in the long drive contest. From left are Mr. Carl, Sanderson, Card and Noyes.



Introduction of a Ballantine-designed hand cart on the draught loading platform, last month, has made lifting a thing of the past as far as loading conventional trailers and route trucks is concerned. The hand cart lifts draught packages, stacked two high by a new device called an "upender," and all else that is necessary is to roll the cart right onto the trailer or truck. In the past the vehicles were hand loaded. In photo here, Carl Casano is shown operating a hand cart as it lifts two draught packages off an upender. The new devices are part of the modernization of the Oxford Street draught loading area, which is almost completed.

LOOKING BACK IN THREE RINGS

July 1942

Edward Dobson, formerly a production clerk in the Bottle House promoted to an assistant foreman's post. (Mr. Dobson today is an Assistant Bottling Superintendent.)

* * *

January 1951

Walter F. Bauer, N. J. Draught Sales Division, promoted to the post of supervisor. (Mr. Bauer today is Director of Special Events, a Sales Department post.)